GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:1804
ANSWERED ON:08.03.2016
Sports Sponsorship Schemes
Kumar Dr. Virendra

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether the Government is considering to formulate any long-term scheme for getting certain specific sports and sports-persons sponsored by leading business houses; and
(b) if so, the details thereof?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE)
FOR YOUTH AFFAIRS AND SPORTS
(SHRI SARBANANDA SONOWAL)
(a) & (b): The Ministry already has the Scheme of National Sports Development Fund (NSDF) to attract contribution from corporate entities.
For supporting Badminton sport, the Ministry of Youth Affairs & Sports and India Infrastructure Finance Company Limited (IIFCL), a company under Ministry of Finance, have signed a Memorandum of Understanding, under which IIFCL shall contribute Rs.30 crore (Rs.10 crore each year for 3 years) to the Target Olympic Podium (TOP) Scheme within the ambit of National Sports Development Fund (NSDF) under its initiatives for Corporate Social Responsibility (CSR). IIFCL has contributed Rs.10 crore to NSDF for the 1st year on 31.3.2015.
Corporate houses are associated with the Leagues for various Sports such as Indian Premier league (IPL) for Cricket, Hockey India League for Hockey, Indian Super League for Football, Indian Football League Pro-Kabaddi League, Pro-Wrestling League etc.
Corporate Houses are also involved in giving financial support directly to sportspersons and sports academies.
Public Sector Undertakings such as Oil & Natural Gas Commission, Indian Oil Corporation, Steel Authority of India Limited, Air India and many other PSUs have set up Sports Promotion Boards and are giving financial support as well as employment to sportspersons.
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